

Design Principles and Specifications for Mondoweiss Ads

Mondoweiss runs advertisements both on mondoweiss.net and in our daily and weekly e-mails to subscribers. We have seen a clear connection between well-designed ads and higher response rates by our readers. Attractive, compelling ads will not only help you make immediate sales but also serve your long-term reputation with our audience. Ads that don't attract readers or communicate effectively can reflect negatively on your brand.

We've created this guide to help Mondoweiss advertisers get the best possible outcomes. It is to our advantage as well as yours for your ad to attract readers. We therefore reserve the right to request design adjustments for any ad submitted that we believe will not perform well. The basic principles below are not too onerous, however, and our staff is available to help create or modify your ad if needed.

1. Determining your ad's core purpose:

- o Before designing your ad, decide: what action do you want the viewer to take? However attractive, any elements that don't move the reader to that action are distractions and interfere with your goal.
- o Banner ads don't provide a lot of space, so don't try to say too much. Focus on a single, simple message. People look at most ads for two seconds at most, so you have very little time to grab readers and move them to action. Convey as quickly as possible who you are and what you are saying.
- o Make sure your ad includes a concrete call to action, such as "Buy the book" or "Register today." Your ad needs to tell viewers what to do—specifically—or they won't do anything.

2. Visual content:

- o [Canva](https://www.canva.com/), an online tool for graphic design, is user-friendly and can allow us to make small adjustments once you've created the ad.
- o Including your logo builds readers' trust and makes them more likely to respond. Place your logo at the top or bottom, large but not as prominent as the main call to action.
- o Compelling ads often include some open space (solid color). Because Mondoweiss's site background is white, we require ads to have a border or background in a bright or dark color that sets them off.
- o Generally it is best not to use more than two images. If you have a logo, you can also use a photo or illustration but it's best not to try to fit all three.
- o Make sure your images are clear. We'll ask for revisions if you submit an ad where the content is blurry or hard to recognize.
- o All visual content—the total combined space—should fill about 60-70% of the ad's "real estate."
- o The "sweet spot" for an image is about one third of the way from the top. Readers look there first, and then their eyes move downward.
- o The best place for your call to action is a button, usually at the bottom of the ad. Bright color and prominent size help the viewer home in on the button.

2. Text:

- o 30-40% of the total space: text, including a headline and any other copy. We recommend a total of 10-20 words depending on the ad's size.
- o Use as few fonts as possible—ideally, just one—and no more than two sizes (one should be significantly larger than the other so the reader automatically grasps the comparative importance).

- o All fonts must be TTF (TrueType) or OTF (OpenType), and no smaller than 9 pt. Many readers will see your ad on the small screen of a mobile device, so keep your font as simple and clear as possible: do NOT use outlines, shadows or extremely thin or thick fonts.
- o Aim for high contrast in selecting text color (black or white generally works best).

3. Before submitting:

Review your ad at its actual size. Ensure all text and images are clear and immediately easy to understand.

4. Follow-through:

- o With your ad, you submit a URL destination for readers who click on the ad. If you use similar colors, images and text on that “landing page,” readers are more likely to take the desired action.
- o If reader engagement declines, consider stopping and then restarting the ad—or rotate with another ad that features a different service or simply looks different.

SOME SAMPLE ADS:

Palestinian youth were imprisoned & tortured here

but they are fighting back!

MEET PALESTINE'S YOUNG HUMAN RIGHTS DEFENDERS

IFPB's NEXT DELEGATION
MAY 13 - 26, 2017

GET INFO: bit.ly/May_2017

AMERICA'S CONTINUING MISADVENTURES IN THE MIDDLE EAST

CHAS W. FREEMAN, JR.

Just World Books

Shop Now

FOR A LIMITED TIME

\$500 OFF

THE COST OF THE OLIVE HARVEST DELEGATION TO PALESTINE

Apply by **OCTOBER 6** to receive this offer!

ifpb.org/del60

INVEST TODAY FOR A MORE JUST TOMORROW
Join us in Advancing Palestinian Rights

U.S. CAMPAIGN
TO END THE ISRAELI OCCUPATION

Doing business in Israeli settlements is not socially responsible.

BEN & JERRY'S
BOYCOTT

vtjp.org/icecream

Advertising contact: (240) 516-6636 or advertising@mondoweiss.net.